Automotive Baily News

TRACTOR ACCESSORIES

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NEW YORK, FRIDAY, MAY 14, 1926

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\$10,000,000 Chevrolet Plans Expansion

IMPORT TONNAGE OF CRUDE RUBBER LARGER IN APRIL

Total of 32,768 Tons Leads Year Ago By 5,537 Tons

NEW YORK, May 13.— Importations of crude rubber into the United States during April, from all sources, amounted to 32,768 long tons as compared with 27,231 long tons for April last year.

A proportional gain for this year Is also seen in the importations for

is also seen in the importations for the four months ended April 30 which totaled 148,119 long tons as against 114,561 long tons for the same period a year ago. These figures were compiled by the Rubber Association of America, Inc.

Total importations from all plantations were 30,766 tons in the pass month with the heaviest shipments, 30,766 tons, coming from Singapore. Other ports ranking next in shipments were: Colombo, 3,137 tons; Penang, 2,960 tons; Point Swettenham, 2,551 tons, and Belawan-Deli, 2,441 tons.

Imports from Paras and African sources showed a decline during

sources showed a decline during the past month, while increased tonnages were recorded from other

ports.

Three Atlantic ports receive almost the entire imports of 30,766 tons or 29,733 tons, as contrasted with only 1,033 tons for the Pacific Coast. Arrivals in the East were distributed as follows: New York, 28,239 tons; Boston, 787 tons, and Baltimore, 707 tons. Arrivals of the Pacific Coast were

tons, and Baltimore, 707 tons. Arrivals on the Pacific Coast were:
Los Angeles, 992 tons; Portland,
20 tons, and Vancouver, 21 tons.
The following tables give the
comparative figures for April and
the first four months of the year,
as against the same periods for

	April 1925	April 1926
Plantations		30,766
Paras		854
Africans		164
Central	78	
Guayule		494
Manicoba and Matto Grosso	7	8
	27,231	32,678
Total importations	four	months
ended April 30:		
	1925	1926
Plantations	06,690	139.147
Paras	5,265	4,684
Africans	1,064	1,516
Central	661	1,413
Guayule	865	1,333
Manicoba and Matto Grosso	16	26

CANADA'S AUTO TARIFF TO REMAIN UNCHANGED

Toronto, May 13 (U. T. P. S. It was officially announced today by J. A. Robb, Minister of Finance by J. A. Robb, Minister of Finance for Canada, that there would be no changes in the automobile tariff as previously published. He stated the proposed new duties of 27½ per cent. under the general tariff on automobiles valued at over \$1,200 and of 20 per cent. on automobiles valued under \$1,200 would remain in force.

ROLLS-ROYCE OUTPUT

Springfield, Mass., May 13.-Henry J. Fuller, president of Rolls Royce of America, Inc., who re turned from England ten days ago, reports that 80 per cent. of the output of the plant at Derby, England, is disposed of in England and the remainder on the continent. The company produces thirty cars

Sales of Rolls-Royce have in-creased 43 per cent, in this coun-try for the first three months this year over the sales of the corre-sponding period of 1925, he said.

WILLYS CHEERED BY '26 OUTLOOK

Sees Best Year in Company's History



eral, President John N. Willys of Willys - Overland, Inc., declared at the annual meeting of that com-

pany. Mr Willys pointed to the excellent record

John N. Willys made by the com-

pany in the first quarter and declared that there is quarter and declared that there is every reason to believe the second quarter will result in record-breaking net earnings and exceed the previous high mark of \$7,284,-115 for the second quarter of 1925. "Willys-Knight sales and produc-tion are making new records every

tion are making new records every day," said Mr. Willys. "Production has now reached the record-breaking figure of 550 Willysbreaking figure of 550 Willys-Knight cars daily, which is about

(Continued on Page 8)

Motive Industry Pays High Wages

cial from A. D. N. Washington Bures Washington, May 13 .- According to a report by the Bureau of Labor Statistics of the Department of Labor, the automotive industry leads all other indus-tries in wages paid common laborers. The average wage scale per hour in the automotive in-dustry for this class of help is 47 cents.

The report shows the petroleum industry is only slightly lower with an average of 46.8 cents. The lowst average rate 32.4 cents, is in the

est average rate 32.4 cents, is in the sawmill industry.

In the maximum number of hours for common laborers, the automotive and lumber industry are tied with 62.5 each. The minimum per hour wages in the automotive industry of 33.3 cents is exceeded only by the slaughtering industry which and meat packing industry which holds a minimum of 37.5 per hour.

IN ENGLAND SELLS FAST PLAN UNIFIED **AUTO CONTROL**

Midwest Would Concentrate Motor Vehicle Authority

Chicago, May 13.—Automobile drivers in Illinois and other Middle West states will be regulated by a single state department, rather than four or five directing bodies, if secretaries of states ing bodies, if secretaries of states have their way. Six state department heads, who met in Chicago this week for their regular midwestern conference, recommended the concentrating of motor vehicle authority and the establishment of a state safety organlishment of a state safety organ-ization by the various legisla-

Ahead

May 13.—General contraint great contidence in the automobile industry in general, President John N. Willys of Willys - Overland, Inc., declared at the automobile will be applied to the automobile industry in general, President John N. Willys of Willys - Overland, Inc., declared at the automobile industry in general, President John N. Willys of Willys - Overland, Inc., declared at the automobile automobile laws is divided among state departments, railroad commissions, highway departments, state treasurers and other administrators, with the result that resonance or department this authority, the officials believe that traffic can be regulated 100 per cent. better and that justice can be done the big motorist population. It was pointed out that in many motorist population.

motorist population.

The meeting was attended by W. W. Miller, manager of the automobile department of Illinois; Fred Zimmerman, secretary of state of Wisconsin; Mike Holm, secretary of state of Minnesota; W. M. Colladay, superintendent of the motor vehicle department of Iowa; Fred B. Ingstead, registrar of motor vehicles of North Dakota; M. W. Rhods, manager of the automobile license department of Indiana, and Sidney J. Williams, of the National Safety council.

Another of the midwest officials will be held in St. Paul in November, when final plans will be drawn for uniform legislation putting the single control idea and safety organizations into effect in The meeting was attended by W.

safety organizations into effect in each state.

Title Legislation **Urged on States**

Washington, May 13.—In an address before the United States Chamber of Commerce certifica-tion of automobile title legislation was urged upon all states by H. A. Smith, president of the National Fire Insurance Company of Hart-

"Today we find twenty-four states," said Mr. Smith, "which have certification of automobile title legislation. It is important that all states have similar legislation in order to prevent automo bile thieves from running stolen cars from states which have this legislation into states which do not have it."

Commercial car registrations throughout the entire country will be found on Page 4 of this

Production to Reach 1.000,000 Cars Annually; Closed Models to Lead

DETROIT, May 13.—The largest expansion program in history of the Chevrolet Motor Corners of the Chevrolet Motor C duction facilities to a peak capacity of 1,000,000 cars per year, will be inaugurated June 1, according to an announcement just made by W. S. Knudsen, president and gener manager. The total expenditure will reach \$10,000,000.

Chevrolet Chief



W. S. KNUDSEN

Deliveries Start On New Peerless

Cleveland, May 13.—Deliveries of the Six-80 model Peerless roadsters have started, according to announcement here by the Peerless

announcement here by the Peerless Motor Car Corporation.
Officials of the company in making the announcement stressed not only the beauty of design but also the power, flexibility and durability of the new model.
Test runs have shown averages of more than 20 miles to the gallon, in one case a mileage of 21½ being obtained through heavy Sunday traffic near San Francisco.

N. Y. SPEED TRAP BILL VETOED BY GOV. SMITH

Albany, N. Y., May 13.—The Empire State Automobile Merchants, associated and organized automobile clubs of the state, scored a signal victory this week when Gov. Smith vetoed the Hall bill which, it was feared, would have led to a return of the "speed trap" evil in New York state.

The proposal was introduced and passed with the backing of rural

with the backing of rural lawmakers late in the session the Legislature. It provided that towns, outside of incorporated villages, would be entitled to receive a sum not to exceed \$1 for each inhabitant from fines collected from motorists for violation of the highway laws and local ordinances. highway laws and local ordinances.

Building plans have been com By January 1, 1927, the company will be fully equipped to build 1.000,000 Chevrolets that year. Employees of the company, numbering 20,000 during full-time operation, will be increased proportionately, Mr. Knudsen declared

Closed body production will be 75 per cent. of the total output.

Sixty per cent. of the \$10,000,000 will be spent in machinery and equipment of the most modern type; the remainder will be expended in building additions to the

pended in building additions to the company's existing plants in the United States. The program calls for extensive additions to the plants at Detroit, Filmt, Bay City, Toledo, Cincinnati, Janesville and St. Louis. These plant additions will provide greatly increased facilities at the forge, gear and axle plants at Detroit, the motor plant at Filmt, the small parts plant at Bay City and the transmission plant at Toledo. Toledo

Expans on of the Fisher Body Expansion of the Fisher Body plants adjoining the Chevrolet plants at Cincinnati, Janesville and St. Louis will meet the increased demand for closed bodies. Facilities for building the Chevrolet car will be equal to those for producing the finest high-grade automobile made in this country regardless of price this country, regardless of pricesaid Mr. Knudsen.

"Our expansion is being made in Company's closely followed policy in the past of utilizing the most modern equipment available, enabling us to constantly increase the quality of our product," he declared

"Inherent quality is the most es-"Inherent quality is the most essential feature of any automobile, and must of necessity be greater in a lighter car than in the heavier types, where the factor of safety need not be figured so closely, "This unprecedented expansion of the Chevrolet Motor Company has no other expansion than that

has no other explanation than that has no other explanation than that of the constantly increasing demand on the part of the public for the improved car. It is recognition on our part of this steadily growing favor of the Chevrolet car with the motor buying public that has caused us to prepare for the future and be ready to produce 1,000,000 cars during the coming year." year.'

JORDAN VISITS SEATTLE

Seattle, May 13.—Edward S. Jordan, president of the Jordan Motor Car Company of Cleveland, arrived here recently on a tour of the country, during which he is visiting all of the dealers and distributors in the larger cities.

UPWARD TREND SEEN IN TRADE

E. S. Jordan Comments On Results of Questionnaire

Cleveland, May 13 .- A questionmaire recently sent to 150,000 busi-

men by a very interest accord in g to Edward S. Jor dan, president of the Jordan Motor Car Company



Eighty-t h r e er cent. of th the

per cent. of the business men, answering the ques-Edward S. Jordan tionnaire from forty-five states, anticipate an increasing volume of business throughout 1926, compared to their own business in 1925. Eighty-three per cent. stated that their purchases would equal or exceed last year's.

Ninety per cent. will increase their advertising expenditures to move

advertising expenditures to move the increased volume of goods.

sixty per cent. stated that the crease in Federal taxes would aid their busing

"These statements," says Mr. Jordan, "are quite contrary to the general tone of business forecasts that are frequently heard at the first of the year—and which anticipated a falling off of business during the lest six months. statements," says during the last six months.

during the last six months.

"The fact that the business men
who answer the questionnaire are
engaged in all lines of business and
come from all the states of the
Union gives their replies a great
deal of weight as a representative
cross section of business opinion.

"Motor car sales are running at
very eatigfactory rate, and all

motor car sales are running at a very satisfactory rate, and all manufacturers who did not over-produce during the winter months are doing a profitable business to-day with prospects of continued prosperity during the balance of the year.

"Retail sales among automobile dealers have shown a steady rise each week, and, with stocks in most dealers' hands not more than enough for thirty days, it looks as th production would neces-have to continue at the pres-atisfactory rate."

SAFETY COURSE IN **BUFFALO CONCLUDED**

Buffalo, May 13 .- The last of a eries of six meetings comprising a safety course for truck and taxi drivers, conducted by the Chamber of Commerce, was held last Thurs-

In spite of efforts of the Safety Bureau of the Buffalo Chamber of Commerce to reduce the fatalities list of automobile accidents here, the report just issued by the Buffalo Police Department shows that forty persons were killed in the streets of the city during the first four months of the year by automobiles.

APRIL HIGH MONTH FOR **DETROIT PACKARD BRANCH**

dal from A. D. N. Detroit Bureau

Special from A. D. N. Detroit Bureau
Detroit, May 13.—W. S. Pickell,
general manager of the Detroit
branch of the Packard Motor Car
Company, reports that April was
the best month in the history of
the branch's operation. Its business was ahead of any month last
year, while last year, in turn,
was 100 per cent. ahead of any
previous year.
Packard is erecting a new service building at Woodward and
East Philadelphia, and has added
10,000 square feet of floor space
to the Jefferson Avenue branch.

VICE-PRESIDENT OF SIMONIZ

Chicago, Ill., May 13.—The Simonis Company announces the appointment of Barry Cool as vice-president in charge of sales.

IDAHO SPENDS \$3,470,012 ON STATE HIGHWAYS

Boise, Ida., May 13 .- The state of Idaho has spent \$3,470,012.51 on the state highway system in the last fifteen months, according to the quarterly report of the state budget bureau. Money for this use budget bureau. Money for this use is derived from (a) gasoline tax collections, (b) motor license fees, (3) stage and truck taxes, and (d) Federal aid. The state has had no state highway levy since 1922, and new construction has been financed by the cities and the counties, with Federal aid.

Boost Output of Oakland Roadster

Pontiac, Mich., May 13.—So successful has been the sale of the new Oaldand Six sport road-ster which was introduced early

in January, say officials of the company, that 15 per cent. of the total Oakland production for the first four and one-half months this year has been devoted to this one body style. During 1925 the Oakland roadster and sport roadster sales combined averaged approximately 5 per cent. of total sales. The proportion of new sport roadster production and sales so far this year has been 200 per cent. greater than both these per cent. greater than both these previous cars averaged last year. From January through May 15 the production of sport roadsters to-taled 3,633, and as the factory is still behind in orders these figures are synonymous with sales.

FORD AIRLINE MAY BE EXTENDED SOON

Cohoes, N. Y., May 13.—Indications are evident that the new airtions are evident that the new air-line being sponsored by the Ford Motor Company from Detroit 'D Boston will soon be established. Parker Corning, representative in Congress from this district, is at present making a strenuous effort to interest Washington officials in establishing an airport in this dis-trict.

It was stated today that the Ford It was stated today that the Fordcompany has applied for permission from Washington authorities
to extend its airway system across
Lake Erie to Buffalo from Detroit.
This is believed to be the first step
in the plans which will eventually
bring this vicinity in the line of
the proposed route from Detroit to
Boston, with the city of Albany
already mentioned as a landing
terminal.

PRAISE ROCHESTER A. D. A. FOR TRAFFIC RELIEF

Rochester, N. Y., May 13.—The Rochester Automobile Dealers' As-sociation, of which James J. Wil-liams, Hupmobile distributor, is president, has been receiving much commendation for the thought and effort of the members in bringing about the present relief in traffic

Due to the efforts of the associa-Due to the efforts of the associa-tion traffic congestion has been re-lieved greatly by the institution of a signal system for taxicabs which gives the cabs a good park-ing place, a sufficient pick-up area without the necessity of cruising about for business. about for business

CAMPBELL-EWALD CO.

Detroit, May 13.—A 10 per cent. increase in the personnel of the Campbell-Ewald Company brings the total to 311, of whom 244 are in the main offices in Detroit. Within the next six months the organization here will occupy the entire west half of the thirteenth floor of the General Motors Building.

CLEARY IN MIAMI

Miami, May 13.—John A. Cleary, formerly director of advertising and sales promotion for the Cadillac Motor Car Company, Detroit, and the Peerless Motor Car Company, Cleveland, has been appointed Florida branch manager of the Deplace Advertising Agrees. Dorland Advertising Agency, headquarters in Miami.

New Plane Mail

Detroit, May 13.—Airplane ser-rice for mail and express, connecting Chicago with Dallas and Fort Worth, Tex., began yesterday. Ships will leave Chicago and the

Texas cities at the same time.

To Detroit this will mean that mall deposited in the main post office before 2.25 p. m. will reach Dallas at 5.45 p. m. the next day, with a similar saving in the time from Texas points to Detroit.

The service is operated by the

The service is operated by the National Air Transport, Inc., which will utilize ten Curtiss ar planes, National Air Transport, Inc., which will utilize ten Curtiss arplanes, with a capacity of 1,000 pounds and a cruising radius of 110 miles per hour. The organization was incorporated in Detroit May 21, 1925, with a caiptal of \$10,000,000. Officers are: Howard E. Coffin, president; Eugene W. Lewis, vice-president; Carl B. Fritsche, secretary. William E. Metzger, Walter O. Briggs, Harold H. Emmons, George H. Molley and C. F. Kettertary. William E. Metzger, Walte O. Briggs, Harold H. Emmons George H. Molley and C. F. Ketter ing are directors.

DATES SET FOR FAIRS IN VERMONT IN 1926

Rutland, Vt., May 13-The following dates have been fixed upon for Vermont fairs in 1926, each having an automobile show, with Rutland by far the largest:--Addison County Fair, Middlebury, August 17-20; Caledonia County August 17-20; Caledonia County Fair, St. Johnsbury, August 17-20; Twin State Fair, White River Junction, August 20-27; Lamoille Valley Fair, Morrisville, August 24-27; Champlain Valley Exposition, Essex Junction, August 31 to Sep-tember 4; Orleans County Fair, Barton, August 31 to September 2; Battenkill Valley Fair, Manchester Center, August 31 to September 1: Barton, August 31 to September 2: Battenkill Valley Fair, Manchester Center, August 31 to September 1 Rutland Fair, September 6-11 Union Agricultural Society Fair Tunbridge, September 21-23.

GUESTS OF EWALD

this evening, when a moonlight ex-Service Started

Detroit, May 13.—Members of cursion on the steamer Put-in-Bay the Detroit organization of Campbell-Ewald Company will be the guests of President H. T. Ewald at 8:30, returning at 11:30.

FOUNDERS OF THE PNEUMATIC TIRE INDUSTRY



69% - 95% 30% - 20% UP-UP-UP Sales of Star Cars are growing, month month, and Star Car Dealers are growing with them.

MORE POWER and SUPERIOR QUALITY

Low-cost Transportation



DURANT MOTORS, INC., General Sales Dept., 1819 Bway., New York City

New Car Sales Improve With Better Weather

Chicago, May 13.—Following a short period of quiet business, new car dealers here swung into their best spring trade during the past week, with sales reg-istering a high mark all along Auto Roy. Auto Row.

Auto Row.

Ascribing the sales impetus to the continued sunshine. G. V. Orr of the local Willys-Overland distributorship declared that after a brief depression because of limited production Willys-Overland dealers were again reaching the sales point where wholesale and retail sales were equalized.

"There is no doubt that retailers will soon be reducing their stock," he said.
"Up to now we have been handicapped by the fact that we have not had adequate production of our best selling model, the new Willys-Knight middleweight six. Now that production has caught up, dealer sales.

Z. B. Dimond of the Cadiliac Company predicts very good sales for the month of May. "Business was pretty quiet lust week," he said, "though our total sales for April were 36 per cent. higher than the sales for April of last year."

The Nash dealers who scored the sreatest month in the history of their organization in April were highly optimistic. "Both new and used cars have been selling splendidty," said R. Wolfe, sales manager, "and we expect to keep up the good work during the coming weeks."

WACO

Waco, Tex., May 13.—Contin-ned acceleration of the "presper-ity boom" that is visiting all parts of the Southwest and espe-

parts of the Southwest and especially Texas was reflected in the upward trend of new and used car sales during the past week.

Especially is the increase noticeable in the volume of new car sales. Fords maintain their lead, but they are being hard pushed by Chevrolets, Buicks and Dodges, all of which have live distributors in the Waco Chevrolet Company, the MoDermott Motor Company and the Central Motor Company respectively.

Summer weather has caused the pendulum of popularity to swins back to the open models. The coaches and coupes which led during the winter now must take second place.

Used car sales do not keep up with the activity so noticeable on the new car market. In some parts of Texas the situation has become scate.

CHANGES SALES FORCE

San Francisco, May 13 (U. T. P. S.)—Following expansion plans because of increased sales, George Campe, local Chrysler distributor, has announced several changes in his sales force.

Ray Brouillet, who has a brilliant Ray Brouillet, who has a brilliant record as an automobile sales executive on the Pacific Coast, has been named sales manager. J. H. Cory has been added to the staff as his assistant. J. H. Martin has been promoted to director of sales of the Chrysler Imperial. C. C. Welch, retail sales manager, becomes director of advertising and publicity. Campe has also opened a new branch at 1480 Market St. for sale of new and used cars.

PEERLESS POINTERS MAY BE AID TO SALESMEN

Cleveland, May 13.—Here are some good "Peerless Pointers" which might help any automobile

Cultivate the acquaintance cultivate the acquaintance of the real estate man selling prop-erty in the suburbs. He can give you the names of his buyers who will require an automobile to carry them to and from their new homes. One-half of the families in the United States do not own automobiles. This should be remembered by the automobile salesmen who have read so many statistics on the enormous number of automobiles sold that he believes all yet remaining is the replacement trade.

New Dealers

STAR-DURANT

New York, May 13.—The following automobile merchants have re-cently taken over the sale of Star products:-

gently taken over the sale of Star products:—

Lenz Garage, Elberta, Ala.; Joseph A. Peavoy and N. Soars, Peace River, Alberta; A. J. Bousfield, MacGregor, Man.; J. Trummond & Hodgson, Roland, Man.; J. L. Gultoan, St. Pierre, Man.; J. Mulligan, Grandview, Man.; Levi Beck, Yorkton, Saak; Clark & Swintun, Krydor, Saak; Ray Eldred, Lockywood, Saak; A. Kalmakoff, kamrack, Saak; Kirkaidie Garage, Ltd., Swift Current, Saak; Stalnakor Motor Company, Haller & Garage, Ltd., Swift Current, Saak; Stalnakor Motor Company, Haller & Garage, Ltd., Swift Current, Saak; Stalnakor Motor Company, Haller & Garage, Ltd., Schember, Garage, Ltd., Schember, Garage, Ltd., Copher Motor Company, Montesuma, Ga.; Pekor Motor Company, Montesuma, Ga.; Pekor Motor Company, Ga.; Kinsinger Bros., Ness City, Kan.; Severance, Ltd., Copher Motor Sales, Elwood, Ind.; W. G. Reiater Sales Company, Washington, Ind.; W. J. Stammer, Casey, Ga.; Kinsinger Bros., Ness City, Kan.; Severance Auto Company, Severance, Kan.; Princess Anne Motor Company, Princess Anne, Md.; Short's Garage, Crystal Falls, Mich.; Fred Satterlee, Dearborn, Mich.; Wandra & Mixa, Montgomery, Minn.; Charles J. Wolff, Clinton, Mo.; Hart-Star Company, Ridgewood, N. J. Middlesex Star Motor Company, New Brunswick, N. J.

R. M. Rightmeyer, Hudson, N. Y.; Park Ernsberger, Mansfield, O.; Neal's Garage, Chia; Hudhes Okla; Vanger Car Motor Company, Demotor Company, Bambers, S. D.; Prince George Motor Company, Parsons, Pa.; Crutchfield Motor Company, Parsons, Pa.; Crutch

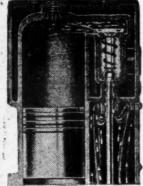
DEALER NAME CHANGED

Los Angeles, May 13 .- Operated for years as the Southwest Motors, distributor of Gardner cars, and owned by Harold L. Arnold, Lincoln dealer, the concern will here-after operate as Harold L. Arnold, While Mr. Arnold has always while Mr. Arnold has always owned Southwest Motors, certain clauses in his contracts have prevented him, prior to this time, from using his name in connection with the sale of Gardner cars.

This department is devoted to the newest developments in automobile accessories, replacement parts and shop equipment. Its columns are open to manufacturers, who are invited to subsuit descriptions and illustrations of their latest products.

New Automotive Equipment

VALVE STEM PACKING



A new device for packing the intake valve stems to prevent air from leaking into the combustion chamber, destroying the balance of the mixture supplied by the carburetor, has been placed on the market by the Lindblom Auto Parts. Company, 4008 Michigan Ave., Chicago. The device is said to aid WINDSHIELD WIPERS



The McConnell Manufacturing Company, Newark, N. J., is market-Company, Newark, N. J., is market-ing a utility model electric wind-shield wiper, which is said to be easily installed and works direct rom the battery, using less than the current required for a headlight bulb while at the same time insur-ing even operation. The cleaner, it is claimed, may also be operated by hand when desired. by hand when desired.

They are priced from \$6.50 to

\$7 each.

in starting, give quick response to the accelerator, and do agay with

vibration.

They are priced at \$1 per pack-

A N ACTRESS'S FAVORITE. Merna Kennedy, new leading lady of the famous comedian, who likes her Oldsmobile de luxe coach, second only to her work as support to Charles Chaplin. She uses her coach daily in going to and from location.



PONTIAC IN TEST TO **OPERATE TILL MAY 30**

Chicago, May 13 .- A standard Pontiac coach is undergoing a unique test in the showrooms of the Chicago branches of Community unique test in the showrooms of the Chicago branches of Community Motors, Inc. The wheels have been lifted from the floor, the exhaust has been piped to the open air, and to add a bit of interest, the speedometer has been covered and sealed. Visitors are finding amusement in guessing the mileage that will show on the speedometer at the end of thirty days. thirty days.

In a similar test in Detroit a few weeks ago the reading was 13,563.3 miles. The demonstration will end miles. The demonstration will end at the branch on the row, 2426 Michigan Ave., on the evening of May 80. H. A. Wehmeler, vice-president and general manager of Community Motors, is conducting the test.

TO CLOSE SUNDAYS Canton, O., May 13.—Effective immediately, all auto dealers of Canton will close their places of business Sundays.

DEALER CHARGES \$100 FOR USED CAR DEAL

Rochester, N. Y., May 13 .fixed price of \$100 per car has been set by the Addison-Rickenbacker Company, Rochester Rickenbacker dealer, for handling used cars taken in trade. spective buyer is told that the price

\$100 to sell a used car, and it is believed that if the dealer is to prosper or even to stay in business this expense must be met. Explanation of the circumstances to the prospect usually results in understanding and mutual agreement in the fairness of the proposition.

NEW SUB-DEALERS

Toledo, May 13.—Perry E. Bondy, head of the Perry E. Bondy the company, Kissel and Star distributor, has opened two new subject to the proposition.

SALES CONCERNS EXPAND IN MONTREAL DISTRICT

Montreal, May 13.—Clermont Motors, distributors here for Pontiac cars, has opened a showroom and service station in the Arena Garage, 4099 St. Catherine street west, under the management of N. H. Smith, Arthur Bruneau has been appointed sales manager. Modern Motor Sales, Limited, distributor for Rickenbacker cars, has opened additional salesrooms at 3421 Park avenue, near Sherbrooke.

Eastern Motors, Limited, handling Chrysler cars, moved next door in the old White Truck Building.

Moreland Motors. Chandler, Oldsmobile and Oakland dealer

Oldsmobile and Oakland dealer is now located in temporary quarters at the Forum Building.

McLaughlin Motor Car Company is now installed in the new modern building at the corner of Guy and St. Catherine.

Chevrolet Motor will take over the old McLaughlin showrooms.

Legare Automobile and Supply Company has also opened additional west end showrooms in the new motor row at Guy and St. Catherine Street West.

CHEVROLET SALES GAIN

Oakland, Cal., May 13.—F. N. Coats, regional sales manager in tharge of the Chevrolet factory iere, has stopped over in the here, has stopped over in the Pacific Northwest on his way back from a general conference of regional sales managers in Detroit. of \$100 is added to used cars sold by the firm if he wishes to trade in his old car on the newer used machine. If he sells his old car through his own efforts he benefits to the amount of the \$100.

According to the firm, experience has shown that it cost about regional sales managers in Detroit. A car shortage resulting from the heavy sales of an open winter follows the biggest winter and spring Chevrolet dealers of Oregon and Washington have ever had. Coats will make a survey in an attempt to gauge dealer requirements for the coming quarter. The executive will return here about May 15.

NEW SUB-DEALERS

for Economical Transportation



The new Chevrolet Sales Manual, "Selling Chevrolets" is the greatest volume of its kind in the automotive world today! Containing specific answers to practically every sales objection—illustrating in words and pictures the proved ways of increasing sales, this remarkable book is one of Chevrolet's greatest selling contributions to Chevrolet dealers and salesmen.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring - \$510 Coach - \$645 %-Ton Truck\$395 735 765 Sedan - -1-Ton Truck 550 (Chassis Only)

0 C 0

FEBRUARY, 1926, NEW COMMERCIAL CAR REGISTRATIONS

The figures shown in this table are compiled by R. L. Polk & Co. of Detroit. Figures of missing states are not available at present.

States	Acme	Autocar	1	way.	Chev-	Com- merce	Dia.	mond-1	Dodge	Federat	Ford	Garford	Brothers	G. M. C.	Indiana	Inter- national	Mack	Mason	Over-	Pieree.	Reo	Republic	Ruggles	Selden	Service	tar	Sterling	Stewart	White	Miscel.	Total	that demand
Alabama	1	1.	1 1 5	9:1	11	0	18	11	8	1	265	9.1	10	9 1		6	2	A	0 1	-	2	-	-	00	30	ž I	00	1 00	-	2	0111	307 Alabama
Arkansas	Ī	T	T	i	35		1	1	13	3	356	13.50	5	her l	- 1	2		. 7	9	363	1	1				1		1	1	1 2		430 Arkansas
California	İ	T	13	-1	152		1.1	2	46	32	400	1	143	25	- 1	13	46		- 1	6	59	2	1	1			8	8	- 35	135		324 California
Colorado	1	T	T	. 1	20		1	1 97	6	31	72	= -	14	- 1	1	. 9	11		1 4		0 6								1	1 8		138 Colorado
Delaware	İ	T	T		14		I	1	5	1	57	1	1		- 0	1	1	At w	. 2	~	4									1 1		85 Delaware
Florida	1	i	2		43		1	T	29	7	861	1	68	3	35	51	25		1		24	1	27	1					1.7	7 23	1	216 Florida
Idaho		i	1	1	32		1	1	18	1	37	1	6	3		3	9		1 1		3	2	1			1			3	1		120 Idaho
Illinois		T	211.	1	183		10	8 1	851	47.	7701	4	571	45	21	177	45	-	3	3		61	-		3	1	14	5	34			981 Illinois
Indiana	1	-	81	1	65	-	-		37	142	545	1	36	. 81	7	47	12				46			i		4		9				890 Indiana
Iowa	-	1	1	1	96	1	-	-	21	41	242	- 1	29	- 1	-	33	3		1	-	14	3	1							1 8		456 Iowa
Kansas	1	1	-	1	22	1	-	-	16	11	214	1	71	51		7	1	-	. 21		2			-					1	3		280 Kansas
Kentucky .	1	I L	11.	1 111	45		121	12.74	-	2	262	1	25	2	2	25	3		1 7-1	-	24	1	. 1						1	30		469 Kentucky The
Louisiana	Fares	-	1	2 17 1	25	-	11		22	4	307	2 10	171	81	1	19	31			-	54	31	- 1	-		-			14	1		434 Louisiana
-	1 17	the c	-	1 2 5 1	3	4111	1	12	51	2 2 7 1 2	231	2.3	2			10	- 01		1		5			-					17	1 . 1		39 Maine
Maine	141 1	91	81	71	32	2	1	3-62-5	18	1 6 9 9	198		10	71		10	- 81	110	2		32	-				1	3	1				353 Maryland
Maryland	1	2	-	1	17		4.		42	2	194		23	- 1	_	6	12		1 1	2			1				3		-	1		390 Massachusetts
Mass'setts	1		10	- 12	-		Di.	-	581		1693	1	43	14		25	9		7			2		-		2		1 70	18	-		131 Michigan
Michigan	k .	3	3	1 - 11	195	568	1	-	32	81	404	91	-	1	-	26	11		1 1	2	17	1				-		1 1	-	16		662 Minnesota
Minnesota	1	-	1		109		1 7				-	3			6	-	-		1 61	1		7			-			01	-	1	-	
Missouri	-	-	4	-!	91		1_1	-	51	12	655	1		13	0	54	28		5	1		1						2	33	71		108 Missouri
Montana	-	-	-!-		23			-	12	-	65	1	5	1		2	- 1		1		1									1 0		109 Montana
N. Hamp,		1			4			-	10	1	23		8	1 11	1	-	1		1		2			101	-					2	-	55 N. Hampshire
New York			36	44	197	2	-		46	22	897	7	-	14			174		21	19	108	2		19		2	4	9	- Section	-	-	108 New York
N. Carolina		1		-	25		1 -	-	18	1	283		42	6		6					7				194			1.7				410 No. Carolina
Ohio		2	1		65		1		67	9	284	8	26	5	1		14		1 1		43	2	1				2	2	35			642 Ohio
Oklahoma	1	1	1	1	19		1	1	4	1	113	1	12	-		1	1				2								+	1 15		152 Oklahoma ad
Oregon	1		1		17		1	1	_	4	97		11	2	-	51	6	1	1 1		3		.							3 9	1	161 Oregon
Pennsyl.	1	3	48	21	189	2			33	22	558	13	135	19	3	46	41	-	-		-	9	1	2		2	9	16	-			603 Pennsylvania
Rh. Island	ī	. 1	4	-1	5		1	1	14	1	45	1	1	1		3	2		1 1		7								7	7 5	1	95 Rhode Island
S. Carolina	1	1		1	6			1	5	-	185	1	3	- 1		1	1											1		1		202 So. Carolina
Texas	1	1	2	-	132		1	1	30	2	633	1	28	8	3	34	18				27	1	1					1	16	31	1	969 Texas
Utah	1	-	1		3		1	1	11	- 1	24		8	1		4	1		1		3								,	2	1	57 Utah
Vermont	T	1	-	1			1	1	4	- 1	4	1	2	1	1)	5				2								. 1	3		23 Vermont
Virginia	1 .	1	3		68		1	1	6	5	541	10	56	21		18	5		1		19	. 8	7	1			1	.3	18	12	1	783 Virginia
Wash'gton	1	1	1	1	33		1	1	27	1	153	1	9	1	1	1	11		1		-5	-	- 1	-					- 9	13	1 - 1	265 Washington
W. Virginia		1	1	1	13		1	1	15	1	82	1	8	2	1	3	1		- 2	1	5	1	-	1	1	1	- 1	t	. 3	4	1	141 West Virginia
Wisconsin	1-	1	1	1	103		1	2	33	13	516	6	30	3		20	10		9	1	26		1		1	1	5	7	8	16	1	810 Wisconsin
Wyoming	1	T	T	-	6	1	1	1	2	1	16	1	5	-	1	11/1	1	111	1	0	1	1	1	1	- 1	1	- 1	-,1		1000	1. 2.	29 Wyoming
Dis, of Col		1	1		4		1	1	7	1	53	i	3	1		- 8		7	1 1		2	1	1	- 1		1		1	- 1	1 31	1	79 Dis. of Col.
Total		5 1		71	2002	10	1 14	7115	971	25611	1118	. 56	1047	2001	83	741	506	14	80	33	748	56	45	21	31	11	36	67	462	776	20.5	506 Total

- MARCH, 1926, NEW COMMERCIAL CAR REIGSTRATIONS

The figures shown in this table are compiled by R. L. Polk & Co. of Detroit. Figures of missing states are not available at present.

States	Acme	Autocar	Brock- way	Chev-	Com- merce	Dia- mond-f	Dodge	Federal	Ford	Garford	Graham Borthers	G. M. C.	Indiana	Inter- national	Mack	Mason	Over-	Pierce-	Reo	Republic	Ruggles	Seld.	Service		Star	Sterling	Stewart	White	Miscel- laneous	Totals	States
Alabama				1 1			4	6	150	-	- 5	- 1		3	2		1	1	1	1	3	1		1	1	-	1	3		189	Alabama
Arkansas	-			1 - 42	2	2	12	7	495		. 7	1		14	1		1	1	1 1	1 .	-2	1	1	1		1	1	6	7 7	596	Arkansas
California	-	18		1 199	9 -	2	221	57	536	- 1	195	27	5	22	78		1	1	75	1	4	3	1	1	1	4	1	69	138	1654	California
Delaware		. 2	-	1 18	8		5	1	60		6	1		3			1	1	9	1	1	1	1	1	-	1		. 5	1 1	111	Delaware
Florida	1	6		145	3		56	.28	1516	-	128	6	35	63	41		1	1	49	1	5 2	3	1-	1	1		1	25	48	2177	Florida
Idaho	1			3	4		9		59		10	2-1		7			1	1	1 4	1	-		1		- 1	1	-	1	2	126	Idaho
Illinois		13		22:	21	75	174	19	1011	7	56	10	13	116	46		1 1	0 1	1 67	1	9	1	- 1	1	-	7	1	38	153	2040	Illinois
Iowa				123	3	1	13	6	270		38	2		38	2			+	22	1	1	1	1	1	1	1			1 71	521	Iowa ·
Kansas			1	5:	3	1	19	1	332		10	-	3	18	2		1	1	1 3	1	11	-		1	1	1			11	454	Kansas
Maine		-	1. 4	1	6	17	- 5	1	43		6			2	2		1	1	1 8		1.	1	1	1	1	1	1		2	71	Maine
Maryland		7	1	1 7	0	1	30	10	281		39	7	1	15	31		1 1	1	1 24	1	1	2	1	-1	1			19	10	549	Maryland
Michigan	2	5	!	16:	3	3	106	49	1095		72	18		40	29		1	1	60)	2 .	6	1.	1	-			13	81	1744	Michigan
Minnesota		-		13:	2	1	38	2	398	4	45	10		19	7		1	-1	2	1	1	1	1					9	12	704	Minnesota
Missouri		14	1	1 22	9	29	121	45	1243	4	96	20	13	84	24		1	T	1 44	1	1	1	1	1	1	1	5	33	82	2087	Missouri
Montana		1	-	3:	2	1 -	19	-	85		1. 15	1		4	3		1	T	1 1	1	1	1		1	1		1	2	.2	168	Montana
N. Hamp.	-		1	1 - 1:	3	1	20	1	64		9	1			- 2			1	1 14	11	1	1	1	1	1		1		3	127	N. Hampshir
N. Mexico			1	1 1	5	1	14	1	43	1	1 5			2			1	1	1 :	2	1	1	1	1	1		-		1	82	New Mexico
Pennsy.	12	69	34	34	1	8	353	47	956	14	237	26	15	89	79		1	1.	135	1	5	3	4	1	1	19	.27	80	160	2713	Pennsylvania
Rh. Island	- 1	7		21	5	1	47	1	104		6	1		4	3		T	T	26	1	T	4	1	T	T		1	7	7	236	Rhode Island
S. Carolina				1 25			7	1	192	•	9	1		5	2		T	İ	T	II	1	1	1	T	1		1		1 1	248	So. Carolina
Utah				1 1:	21	1	19	1	55		12	1		5	2		T	1	1	3	1			1	-			1	6	116	Utah
Virginia	2	3		5	71	Ī		8	340	3	54	2		17	3		1	11	1 1	3		2	1	1	1		1	10	12	520	Virginia
Wash'gton	1			6		1	26	21	255	3	25	8		6	8	1	1	T	T	71	1	1	.	1	1			22	18	446	Washington
Wisconsin	T.	1	1	1 14:		1 12	54	20	709	5	32	2		29	8		T	T	21	3	1	5	1	1	1	5	9	3	38	1103	Wisconsin
Wyoming				-	9	1	14		38		6		2				T	T	1	I	1	1		1	T				1	69	Wyoming
Dis. of Col.		1			71	İ	15		88		51		1	1	3		1	1	1	3	1	1	1.	1	-			3	15		Dis. of Col'bi
Total	16	146				1 151	1382	366	10363	41	1128	142	88	606		-	† 1	01	4 61	11 3	37 4	8	5	11	+1	35	46	349	816	18,995	Total

*January and February registrations included, †Returns not in,

APRIL, 1926, NEW COMMERCIAL CAR REGISTRATIONS

Illinois is the only state ready at this time. Compiled by R. L. Polk & Co. of Detroit.

States	Acme	Autocar Brock-	way Chev- rolet	Dia- mond-T	Dodge	Federal	Ford	Garford	Graham	G. M. C.	Indiana	Inter- national	Mack	Mason	Over- land Pierce-	Arrow	Reo	Republic	Ruggles	Selden	Service	Star	Sterling	Stewart	White	Miscel- laneous	Totals	States
ainois	1	8	216	69	182	22	1073	2	69	12	.7	78	56	- 1	8	1	44	3			2	3	15	1	34	96	2001	Illinois

Tire Business Improves Slowly for Tire Dealers

BUFFALO, N. Y., May 13.—Despite unfavorable weather throughout the greater portion of the month of April tire sales here ran ahead of the volume for the same month year ago, reports from many dealers show.

Taxi Assn. Will

Ask Higher Rates

At least the subject of tariff in-creases will form the chief topic of discussion at a meeting of the National Association of Taxicab Owners to be held in Chicago next

week.

William E. McGuirk, president of the Yellow Taxi Corporation of New York, one of the biggest operators in America, has announced that his company and other big fleet owners of Manhattan increased their rates on May 1.

"Many of the members of the National Association of Taxicab Owners report their operations are

Owners report their operations are

unprofitable at the present low rates," said Mr. McGuirk, who is treasurer and chairman of the executive board of the taxicab as-

executive board of the taxicab association.

The taxicab men will hold their session at the Hotel Sherman on May 17 and 18. W. W. Cloud of Baltimore, Md., president of the association, will preside.

CONTINUE TO BE HEAVY

Washington, May 13.—Railway freight loadings continue at record making pace, carriers having handled 995,641 cars during the week ended May 1, an increase of 11,568 cars over a year ago and 82,091 above 1924, as well as 22,337 above the preceding week this care

dard makes are opening one and two branches throughout the

locally written copy

Balloon tire sales constitute 50

FREIGHT CAR LOADINGS

Only in a few instances dealers reported sales just about on a par with a year ago, and these dealers are of the opinion that they will more than make up for it as weather improves and auto-mobile owners begin shopping for increase in taxi rates by many of the cab companies of Europe, operators throughout the United States and Canada, it is reported here, are considering similar revi-

Retailers and jobbers along atomobile row have done a automobile automobile row have done a satisfactory April business and are optimistic in their outlook for May sales. It might be concluded, however, that shopping has not begun in earnest, since dealers in the community sections taking care of immediate nodes of owners of heavy curs have done a business much done a husiness much greater greater than March, and also greater than the same month a year ago. Unlike the passenger car owner, these buyers are not swayed by the weather, and the nearest dealer gets his business.

Add TOLEDO

Toledo, May 13.—The past week has been a better one for the tire merchants of Toledo and vicinity in both the retail and wholesale business; better than previous weeks in business volume and ahead of the same week of a year ago.

Movement of hundreds of used

week of a year ago.

Movement of hundreds of used cars has had a stimulating effect on tire sales. A number of dealers say that used car sales have boosted the sale of cords especially, and has helped the sale of balloons some. Heavy movement of used cars always brings tire business, for the rubber on these cars is not always good, and quick replenishing follows naturally.

John Gulespie of the Gillespie, Curtin

replenishing follows naturally.

John Gillespie of the Gillespie, Curtin and Alter Company, has had a splendid business in new Goodyear tires, both of the passenger car customers and the commercial truck and fleet owners. Our tusiness is 50 per cent, ahead of the same period lagt year. he said.

Jay Isaacson of the said.

Jay Isaacson of the said.

The comporation reported our is the greatest singular to the said of the said.

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WACO

Waco, Tex., May 13.—Good bring business and beautiful spring business and beautiful weather were two of the reasons that tire sales in central Texas for the week ended May 5 showed an increase over the preceding seven days.

The Hicks Rubber Company, with its large wholesale and retail stores, easily maintained a lead locally, the Dayton and Diamond tires of this establishment being sold out rapidly.

Balloons were selling best at the Brown Tire Company, which handles Godyears. However, there seems to be a slowing up in the bal con demand.

Tubes are brinking good prices, and the demand for them practically correlates with the demand for tires. Cords are by far the best sellers. beautiful

PORTLAND, ORE.

Portland, Orc., May 13.—The emand for tires here recently lowed an increase of about 20 ar cent., according to sales reports given out by prominent tire dealers in the city. The fine weather is credited with being partly the cause for the larger number of sales.

People are already beginning to week-end holidays since fishing season opened up on April 15. Then, too, some dealers are of the opinion that automobile own-ers have held off buying tires as long as possible, and accordingly an increased number of persons had to buy new ones

LOS ANGELES

Los Angeles, May 13.—Dealers are most optimistic over the prospects for a big tire business during the next few months. Most of them are backing their optimism by carrying unusually large stocks. It is evident that quality will be a factor. Many cut-price, re-tread tire stores have locked their doors, while almost simultaneously the older concerns that have stuck to stanerns that have stuck to

Logging Train Operated in Oregon



Portland, Ore., May 13.—Hauling logs by truck over mountain roads in the rainy season in southwestern Oregon has always been a problem. Rainfall in Coos and Curry counties approximates 72 inches annually, and there are barely 100 days in the year when trucks can be used with any degree of satisfaction.

The Western White Cedar Company, however, believes that it has solved the difficulty of operating this section. The solution hinges on a flanged wheel and trailer outfit which operates on a pole road constructed by the company. The truck is a specially built 31/2 ton Mack unit.

A four-wheeled trailer is at-tached. Both the truck and the trailer have flanged wheels which keep the truck on the pole road with the steering wheel disconnected, allowing the driver to fix chains, etc., while the truck is mov-

chains, etc., while the truck is moving backward, so that it will be ready for reloading upon its arrival at the spar tree.

A specially designed transmission with five speeds both forward and in reverse is another interesting feature of this logging truck, which runs at a speed varying around four or five miles an hour. Building the pole road on which the truck runs from the woods to the river was inexpensive and the cost of maintaining the road is not at all prohibitive. The road is formed of poles laid lengthwise as rails and supported underneath by heavy crossties, which prevent the above 1924, as well as 22,337 above the preceding week this year. Traffic during the first eighteen weeks exceeded by 221,500 cars, or 1.3 per cent., the estimate made early in March by the A. R. A.

Gains over the preceding week were miscellaneous freight up 17,302 cars, livestock 1,462 cars and ore 5,981, whereas grain traffic was 394 cars, less, merchandise and 1. c. 1, 739, coal 959, forest products declined 133 cars and coke 183 cars less.

rails and supported underneath by heavy crossties, which prevent the poles from slipping or rolling. Loads may be hauled any distance from the woods.

The grades over which the equipment runs are as much as 4½ per cent. when the truck is loaded and 7½ per cent. when empty. Unusually heavy loads have been hauled by this method, for while the average daily haul made in per cent. of the sales with several tire dealers reporting. Heavy duty tires continue active, and will be big factors in the tire business, for several months at least, judging from the commercial and industrial activity throughout southers. hauled by this method, for while the average daily haul made in seven trips of one and three-quar-ter miles is 35,000 feet, as much as 8,711 feet have been hauled in a single load. The weight of a load of 8,000 feet may be figured when activity throughout southern California.

Legitimate tire dealers continue shaving prices wherever possible, but there is no price sacrificing nor unfair competition among them. Several are increasing their advertising appropriation. Most of them are running, at least in part, locally written copy. foot. This makes a weight of 000 pounds hauled on equi weighing approximately pounds.

CALIF. TRUCK OWNERS FAVOR COMMISSION

Los Angeles, May 13 .- A round table discussion as to whether or not truck operators should be governed by a commission similar to the Railroad Commission, at the quarterly meeting of the Truck Owners' Association of Southern California, disclosed the fact that most of the members were in favor of some such a commission.

It was pointed out at the meet-ing that the commission would fix rates and classify carriers, and inrates and classify carriers, and in-surance protecting the public would be compulsory. Also, all motor trucks would, at all times, be in proper operating condition. The chief objection was concerning fixed rates. The impossibility of having fixed rates equally applica-ble to hauling a trunk or the build-ing of a huge dam was discussed. ing of a huge dam was discussed. The probable solution would be the cost plus a certain per cent of fair profit.

CLEVELAND R. R. **WILL BUY BUSES**

Cleveland, May 13 .- The Cleveland Railway Company is planning to spend \$3,000,000 for the purchase of more than 300 motor buses to round out its coach fleet!

A virtual halt has been called on extension of electric surface car lines here, and practically all future extensions will be made with motor coaches. All this has been determined since ratification by the city council of the company's new service-at-cost franchise which legalizes the use of motor coaches. Operations thus far have been under a gentlemen's agreement

The company's bus program is believed to be one of the most ex-

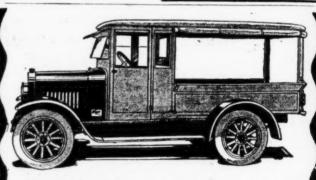
in the United States.

One hundred of the new buses, will be ordered within the next month for immediate extension of the municipal lines. Part of them will be double-deckers and the rewill be double-deckers and the re-mainder single-deckers. All of the sixty single-deckers already in ser-vice here have been built by the White Motor Company. The dou-ble-deckers were the new model built by the Si-Wheel Company of Philadelphia, headed by Charles M. Schwab.



MACK'S AUTO PRODUCTS CO.

BUFFALO, N. Y.



"Buddy" Stewart Has Caused A Stir in Truckdom

3/4 Ton Speed Truck \$895 chassis

Other Models

and 6 Cylinder Motors

1 Ton Speed Truck 24 Ton Speed Truck 2-2 Ton Speed Truck 2000, 2½ Ton, 3½-4 Ton 218 and 25 Passenger Bus Chassis

All Prices f. o. b. Buffalo

"Buddy" Stewart is a real 3/4 Ton Speed Truck at a popular price. All truck—not a converted passenger car, not a one-year truck. Good-looking, easy riding, easy steer-ing, reliable and economical.

Throughout the world many 4, 6, 8, 10 and even 12 year old Stewarts are still on the road, proving every day the claim of owners and drivers that Stewart is "America's Greatest Truck Value."

Our franchise requires nts are unusually liberal. Write or wire for details.

STEWART MOTOR CORPORATION-Buffalo, N. Y.



WISCONSIN AXLES

WISCONSIN Axles are known and recognized as standard throughout the world. Used under more than one hundred different makes of trucks, busses, coaches, railcars and tractors.

Bevel Gear, Double Reduction and Worm Drive

Full-Floating

Semi-Floating

WISCONSIN PARTS CO.

Oshkosh, Wis.

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Purchasing Power

WHEN Mr. Hohenzollern in 1914 decided that the propitious hour had struck for him to put into effect his charming and modest plan to become emperor of the world, he altered a great many things temporarily and a great many others permanently. He altered the standard of living for almost every country under the sun. Some of the alterations were for the worse, others were for the better.

To the United States the war's immediate effect was to bring an abnormal prosperity. We were called upon to supply the warring nations with a great many necessities of life that they were no longer able to produce. Money flowed into the United States in a steady stream and all classes of our the United States in a steady stream and all classes of our people found themselves in possession of more money than they ever had had before. The inevitable result was to raise the standard of living. People began to buy more and better merchandise. Prices reacted to this new standard of living, and most of us remember the inflation that continued through the post-war period, until readjustment had partially deflated prices that were based on abnormal conditions. In spite of deflation, prices never have returned to the levels that obtained before the war, nor have wages and the standard of living. ard of living.

As a matter of fact factory wages in the United States today are about two and a half times as large as they were in 1913. Farm wages are not quite as high relatively, but the National Automobile Chamber of Commerce in its 1926 Facts and Figures finds that they are today 220 in comparison with a base of 100 in 1913. This means that the iverage American has more than twice as much income as he had in 1913. Against this he must charge off the increased prices of most commodities that he needs or wants. This he must do in practically every case, EXCEPT when he buys a motor car, and then instead of a price advanced over that of 1913 he finds it lowered to 86.2 as compared with the 100

This explains the tremendous growth in motor car buy ing. The purchaser here gets more for the dollar from his increased income instead of less. As long as this condition is maintained there need be no fear of a falling off in the volume of automotive purchases.

Million Car Producers

WE are so accustomed to production records by our automotive industry in this country that there is a temptation to grow blase and accept it as a matter of course. foreign automobile manufacturer who turns out the largest production of cars per year is Citroen, the Frenchman, with 60,000-odd in 1925. Many companies in the United States surpass that record, some of them times over.

Yet even to our accustomed ears, the news that two companies here have passed the million-per-year mark, brings something of astonishment. The Ford Motor Company last year turned out somewhat over 2,000,000 units and General Motors during the year which ended on May 8, 1926, built more than 1,000,000 motor cars and trucks. General Motors achievement is the more astonishing when we recollect that a number of its units are in the medium priced field and even

in what may be called the higher priced class.

In a single year these two companies could build prac tically the same number of cars that are now in operation in the entire world outside the United States.

Speaking of by-products of the automotive industry, it is interesting to learn that 100 roadside markets in Maryland last year sold a total of \$267,000 worth of produce to passing motorists. During the same year 131 stands in New sold \$305,000 worth of commodities to passing

Our Own Automotive Family Album—

The Boyhood Days of Our Industry's Leaders



· VICTOR R. LARSON, ADVERTISING MANAGER OF A. SCHRADER'S SONS. OF BROOKLYN, DIDN'T DREAM OF ADVERTISING WHEN HE WAS A BOY IN THE OZARKS OF ARKANSAS.

NEW TRAFFIC LAWS HAMPER LIGHT CAR

Say New Developments Are Likely to Lessen Congestion

New York, May 13.-Legislation such as that recently passed in Wisconsin, placing the maximum speed of cars on the highways at 40 miles an hour and the minimum at 25 miles an hour, is placing a severe handicap on light cars, say men in the automotive industry. The new agitation for a great, nation-wide speed law, allowing 45 miles an hour on specially laid out main line arteries, or on out main line arteries, or on highways where stop limitations are placed at all entering streets, will add to this, and many light cars will be unable to maintain the desirable averages for any length of time.

These laws are, they say, apparently aimed to offset the long, tedious parades, especially on Sundays, where great lines of cars, stretching for miles, are moving at an average speed of 10 to 15 miles an hour.

at an average speed of 10 to 15 miles an hour.

In a measure it is claimed they indicate an approximation of the European idea of speed on the highways, where much higher average rates are maintained than is the case here despite the far erage rates are maintained than is the case here, despite the far greater general use of motor cars in this country than in the Euro-pean countries. It is not unlikely that they will result in a new type of small car on the European pat-

It is the contention of highway engineers, as well as of motor car engineers, that something besides highway legislation will be necessary before we can ap-proach—the average speed at which European traffic moves.

During the past two years, it is pointed out, there has been a pronounced tendency on the part of American builders of motor cars to lighten the weight of their products, to speed up the motors and to develop greater powers of acceleration. celeration.

on cars which represent only about 40 per cent. of the total number

of cars in use. The great 50 per cent. which is formed by the small cars has shown little advance along these lines, according to engineers, and the next great step here to be taken by manufacturers of this type of vehicle.

It is generally known that cer-tain of the larger manufacturers are already at work upon ad-vanced types of small, light cars, fashioned somewhat along the lines which have been adopted by the better known English and French builders—and radical changes are anticipated during the balance of the year. A small car, of what may be

A small car, of what may be termed short wheelbase, with the speed and endurance of the larger cars, short turning radius, larger cars, short turning radius, and quick acceleration ability, able to negotiate our ideas of hills on high gear, it is said, may be looked forward to as a real factor in the solution of our road congestion.

One experimental car of this nature, it is asserted, on a 270 mile trip through Michigan, Indiana and Illinois maintained a road average of better than 35 miles an hour, despite the fact

that several populous cities were traversed and the drive was made on a Saturday, when the road traffic was heavy. This car, it is also asserted, was driven at 60 miles an hour with all the feeling of stability and se-curity agreed in large cars. Fur-

By Kessler

curity sensed in large cars. Fur-ther, it is said, it was driven up steep hills without faltering in high

gear.
The car, they say, was equipped with a four-cylinder motor of small bore and long stroke, turning over at high speed. Yet the car, it is asserted, was as free from vibration as the majority of sixvibration as the majority of six-cylinder cars, and at ranges of from 30 to 40 miles an hour was as sooth a running power plant as any one would want to ride be-hind. At its maximum speed, they say, it showed no indication of stress or strain.

CORRECTION

In our issue of May 13, a typo-graphical error listed William C. Durant as Walter C. Durant, a mistake which it would seem Mr. Durant's national fame would make almost impossible.

Coming Automotive Events

Detroit. Mich. American Gear Manufacturers' Association, teath annual convention. Book-Cadillac Hotel.
Geneva, Switzeriand. Third Annual Automobile and Motorcycle Exposition.
-Chicago, Ill., Automotive Manufact urers' Association meeting.
-Lee Angelee, Cal. Tenth annual Loe Angelea-Curry Camp economy run.
-Buenose Aires, Argentina. Argentine Rural Society, International Exhibition of Roads, Transport and Touring; Show Grounds, Palermo.
-Lima, Peru. First Peruvian Automobile Show.
-Pittsburgh, Pa. American Automobile Association

JUNE
1-4—French Lick Springs, Ind. Seriannual national meeting of the National Society of Automotive Engineers.
12—Alteona. Fa., American Automobile Association race.
7-12—Santa Menica. Cal., United States Good Roads Association, fourteenth annual convention
7-12—Santa Menica, Cal., Bankhead National Highway Association, tenth annual convention.
7-12—Santa Menica, Cal., United States Good Roads Show.
8-10—Detroit, Mich., American Body Builders' Association, convention, Hotel Statier.

Statier.

[2-13—La Mans. France, Rudge-Whitworth twenty-four-hour stock car race.

[6-16—Philadiphia, Pa., Society of Industrial Engineers, thirteenth national convention, Believue-Stratford.

[4-19—Montreal, Canada, Automotive Equipment Association meeting, Meunt Royal Hotel.

20-25—Spokane, Wash., Washington Automotive Trades Association, annual convention.

ention.

argo, III., Automotive Manufact urers' Association meeting.

arcl. Md. American Automobile Association race.

reelles, France, French Grand Prix race, Miramas track.

JULY

lem, N. H.—American Automobile Association, race, lastic City, N. J.—American Automobile Association, race, rgo, N. Dakota, Automobile Show. AUGUST

nver, Cel.—Denver Post, outdoor auto SEPTEMBER

International Road Congress.
akia. Automobile Show.
rican Automobile Association. race.
erican Automobile Association. race.
OCTOBER
OCTOBER

Dealer Activities

FROM 13,000 ENTRIES

Los Angeles, May 13.—From thirteen thousand entries, S. G. Stephens, Willys - Knight and Overland dealer here and in Hollywood, received a suitable slogan: "Deal With Steve and Save Dollars." The winning slogan was submitted in a contest conducted by Mr. Stephens over the radio. It will be used in all Stephens advertisements and will be displayed on the tire cover of every car sold by the concern. The first prize was a new Overland car completely equipped. The 13,000 names will provide a live list of prospects to circularize and to call upon personally.

FORMER DEALER RUNS USED

CAR STORE IN FREEPORT, ILL,
Freeport, Ill., May 13.—H. C.
Montague, formerly Nash and Ajax
dealer here, has opened a used car
saleszoom at 206-208 East Main St.
The new firm will be known as
Montague's Used Car Exchange.

FORD BUSINESS CHANGES HANDS AT MARINETTE, WIS.

Marinette, Wis., May 13.—The Ford dealership in this city known as Loren O. Robeck, Inc., has been purchased from Mr. Robeck by Charles G. Janson, owner of the Ford garage at Menominee, Mich., across the river. Mr. Janson's son Norman will conduct the Marinette

BUYS DEALERSHIP FOR DAVIS CAR IN TOLEDO

Toledo, May 13.—J. H. Derickson has purchased the business of the Toledo Davis Motor Company, 2139-2141 Monroe St. Mr. Derick-

the same firm name and will handle Davis cars in Toledo and surrounding territory. He for-merly conducted a motor truck and transportation bus line Luckey, O., for four years. out of

MONTHLY ENTERTAINMENT HELD BY CHICAGO DEALERS

Chicago, May 13. - Hesser & oden, 1234 Morse Ave., Ford and Lincoln dealers, hold monthly meetings at which the employees furnish the entire program of en-tertainment. The talent includes soloists, musicians, boxers, wrest-lers, dancers, monologists and the

Hesser & Soden quartette. Joseph Hanley acts as master of cere-monies. Wives and sweethearts of the employees are asked to attend and dancing with orchestra music and refreshments follow the enter-

FORMS DEALERSHIP I ALLIANCE, O., FOR CHRYSLER

Alliance, O., May 13.—Clarence L. Haines, formerly connected with the Motor Service Company, just formed the Haines Motor Sales Company. The new concern will handle the complete Chrysler line.

USED CAR DEPT, OPENED

St. Louis, Mo., May 13.—A special used car department of the St. Louis Oliver-Cadillac Company has been established at 3333 Locust St., announces Karl Van Buskirk, manager.

IMPROVEMENTS

ACQUIRES MORE SPACE

Chicago, May 13.—The Illinois Motor Sales Corporation, 5300 Broadway, Nash and Ajax dealer, has just taken over the building at 5308-10 Broadway, formerly occupied by the Uptown Motors, and immediately adicining its and immediately adjoining its present quarters. The company now has 15,775 square feet. J. C. LeDuc is vice-president and gen-eral manager of the company.

USED CAR FIRM BUILDS

Porterville, Cal., May 13.—A modern brick garage building has been constructed on South Main Street, near Olive, by Holden & Martin, dealers in second-hand

NEW ACCESSORY HOME

Albany, N. Y., May 13.—H. S. Braun, accessories dealer, has moved into new quarters at the southwest corner of Broadway and

Hudson Avenue. The Braun store carries full lines of automobile ac-cessories, radio sets, parts and sup-plies, and Miller tires, and has a vulcanizing department.

MORE USED CAR SPACE

Dealers' Association gave a dinner Monday night in honor of R. W. Haas, retiring president of the organization, who has served in that capacity for five years. Frank Jennings, president, presented Mr. Haas with a carved gold-headed cane on behalf of the members. Mr. Haas was Springfield's oldest automobile merchant before selling out his Reo dealership here to Elbert S. Hatcher two weeks ago. He has

DEALERS HONOR HAAS Springfield, Ill., May 13. — Members of the Springfield Auto

Dealers' Association gave a din-

which measures 80 by 231 feet, was

Hatcher two weeks ago. He has been identified with the motor

DOUBLES ITS SPACE Spokane, Wash., May 13.— Barton Brothers, Overland and Willys-Knight dealer, has just moved to 916 2d Ave., the new quarters being about double the size of the old quarters.

RENTS LARGER QUARTERS MORE USED CAR SPACE

Chicago, May 13.—The SullivanMorgan Motor Sales Company,
Hudson and Essex dealer, with
main offices at 4701-05 Washington Boulevard, has been forced into
larger used car quarters and has
given up the store at 4442 West
Madison St. and taken more commodious space at 4636 West Madison St. Parts and service will be
included at the new quarters.

DEALER BUYS LAND

Akron, O., May 13.—It is announced by Louis Charvoz, president of the Summit Chevrolet Company, that this company has purchased the land adjoining its showrooms and will erect a modern
garage and mercantile building.
The purchase price for the lot,

RENTS LARGER QUARTERS
Evansville, Ind., May 13.—The
West Side Chevrolet Company
1203 West Franklin St., has taken
out a two years' lease on the former Miller's Department Store
Building, \$23-\$25-\$27 West Franklin St., and will move the new and
used car departments to that address following alterations. The
new location provides a one-story
building, with 75 feet of frontage
and 100 feet depth, with service
department at rear. The greatly
increased demand in the west side
section for Chevrolet cars and service has made larger quarters imperative, according to George M.
Crouch, general manager.

PEARSON TO CLEVELAND

Chicago, May 13.—Novel E. Pearson, former South Side representative of the Tennant Finance Corporation, has just been promoted
to the fostiton of general manager
of the Cleveland branch of this
company.

ST. JOHN SCORES IN SHOOT
Olympia, Wash., May 13.—A. C.
St. John, president of St. John Mogeneral manager.

Pearson TO CLEVELAND

Alender Greyoner South Side representative of the Tennant Finance Corporation, has just been promoted to the formant Finance Corporation, has just been promoted to the formant Finance Corporation, has just been promoted to the formant Finance Corporation, has just been promoted to the formant Finance Corporation, has just been promoted to the formant Finance Corporation, has just been promoted to the forman RENTS LARGER QUARTERS
Evansville, Ind., May 13.—The
West Side Chevrolet Company,
1203 West Franklin St., has taken
out a two years' lease on the former Miller's Department Store
Building, 823-825-827 West Franklin St., and will move the new and
used car departments to that address following alterations. The

industry for nearly twenty year and is one of the wealthiest men in the city of Springfield.

Personal Items

GLENN GOES TO AKRON Akron, May 13-W. Frank Glenn has just been appointed general manager of the Akron branch of Company, which is distributors for the which is distributors for the Cad-illac car throughout most of Ohio, Mr. Glenn succeeds O. H. Lyle, who is now in business in Toledo. Mr. Glenn has been in the automobile business for twenty years. He was the Cadillac distributor in Cincin-nati for many years. More recent-ly he was in Miami, Fla., engaged in real estate development. He will move his family here within will move his family here within

the next few weeks.

McDONALD IN NEW POST
Spokane, Wash., May 13.—Frank
J. McDonald has just been named
sales manager of the used car department of Wallace Brothers,
Studebaker distributor here. Mr. McDonald came to this firm from the Logan-Grant Company, where he was sales manager.

Incorporations

ers by the secretary of state are:—

& N. Motors. Inc., Westchester, 100
s no par value; deal in automobiles,
al real estate business; William A.
han, 232 South 10th Ave., Mount
by; Marie J. Wilson and Emma H.

immer & Co., Inc., Bronx, \$5.000; trucking; Matilda Zimmer, Rosa and Michael M. Zimmer, 990 St., Bronx.

witz.

4 M. Taxi Corporation, Brooklyn;

6; operates automobiles, taxicabs;

6 Mulder, 427 15th St.; M. Apelson

31.000; operates automobiles, taxicabe; Daniel Mulder, 427 15th St.; M. Apelson and C. Baar, N. S. G. Gasoline Stations Inc., Bronx, 15.000; sasoline and automobile accessories; Benjamin Gershfield, 520 East 165th St., Bronx; I. Newman and J. Sedar.

Sedar.

K. & S. Auto Service Station, Inc., Brooklyn, \$5,000; automobile storage, supplies; Samuel Karaa, 209 West 11th St. New York; Willam Starr and Benjamin

New York; William Starr and Benjamin Green.

Rockoff Realty Corporation, Brooklyn, \$20,000; building houses, garages, real state; R. and F. Rockoff, 945 East 10th St., Brooklyn, and V. Whitehorn.

Chaidt Taxi Corporation, New York county, \$10,000; operate motor vehicles; Karl Ginsburg, M. Samuels and R. Klugman, 15 West 44th St., New York city.

Newmont Garage, Inc., New York county, \$50,000; storage garage; J. Cohen, 2031 Davidson Ave., Bronx, R. Mayersohn and H. Cohan.

Ramp Realty Corporation, Manhattan, \$12,000; realty, garage; M. J. P. Jacobs, \$24 Cheeter St., Long Beach; F. Starkman, B. Schmidt.

Fordington Motors, Inc., Clinton, Garage, A. W. and William H. Ford and Howard L. Addington.

Nathanson Auto Exchange, Inc., Manhattan, \$260 shares preferred stock, \$100 par value, and 100 shares common, no par value; garage; J. S., Anne and Abraham S. Nathanson, 1871 Broadway.

Blue Mountain-Fulton Chain Bus Lines, Inc., \$25,000; omnibus route Hamilton and Herkimer counties; Maurice Callahan, Old Forse; Dennis E. Moyneban, Glens Falls, and John Callahan, Raquette Lake.

Grand Auto Trucking Company, Inc., Grand Autor Researce \$3.000; transfer and ex.

Glens Falls, and John Callahan, Raquette Lake.

Grand Auto Trucking Company, Inc., Kings county, \$25,000; transfer and express; Mike Juliano, 720 Lorimer St.; John and Frank Ferraro, 258 Humboldt St.. Brooklyn.

W. & S. Taxi Corporation. New York county; \$2,000; taxicab business; Herman and Bory Weiss, 1976 Fox St. Bronx, and H. B. Schoenbrun.

Kaybee Motors, Inc., New York county; \$15,000; deal in motor vehicles, hacking business; L. C. Bonday, 14 West End Ave., and E. N. Kleinbaum and Louis Bleicher.

P. Moschera & Son. Inc., Lawrence, Nassau county; \$20,000; general automobile business; Pascal Moschera, Madowmere Park; August Moschera, Lawrence, and Bartolo Moschera, Maple Road, Inwood Park.

Automatio Gauss Stick Corporation.

rk. Atic Gauge Stick Corporation. 1.000 shares no par value: man-g automatic gauge sticks; Walter

Schnee. 45 Orchard St., Jamaica; Charles Schnee and Millerd Gaddy.
International Durable Electric Heater Corporation, Buffalo; \$250,000; manufacturing electric devices, motors, machinery, appliances; J. W. Crews, Pittsford, N. Y.; Walter Clark and Albert J. Leitrick.
Greenfield Battery and Tire Service, Inc., New York city; \$20,000; automobile accessories; Louis Eisenberg, Irving Yeek and Harry Kriksteine, 2150 7th Ave., New York city.
Motor Supply and Jobbing Company.
Inc. Brookivn: \$50,000.

York city.

Motor Supply and Jobbing Company.
Inc. Brooklyn; \$20,000; automobile accessories; Sam Seaman, 555 Stone Ave.
Brooklyn, and Sylvia Riemer and Nathaniel Seaman.

Manhattan Body Company, Inc., Manhattan; \$24,000; manufacturing wagons, automobiles; Charles V. W. Smith. 269
McLean Ave., Yonkers; Daniel Gross and Helyn King.

Wells & Castle, Inc., Middleport; \$20,000; manufacturing iand vehicles and aircraft; N. M. Wells, H. I. Castle and D. R. Dells, Middleport.

Henshaw Heights Gorges.

M. M. Weils, H. M. Weils, H. M. Weitzer, Henshaw Heights Garage, Inc., Manhattan, \$5,000; garage; D. H. Weitzner, 841 West 177th St.; Samuel Glasshelm and Betty Teitler.
Park Auto Sales, Inc., Floral Park, 5,000; automobiles; H. E. Schenck, Locust Road, Roslyn; R. M. Butler and W. R. Klein.

15.000; automobiles; H. E. Schenck, Locust Road, Roslyn; R. M. Butler and W. Kieln.

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J. T. Plant Dissolutions

Erie Service Company, Inc., Buffalo;
Charleston Garage, Inc., Brooklyn; Rite
Motors Corporation, Manhattan; Hupfel
Garage Company, Inc., Bronx; John Street
Barage, Inc., Yonkers.

Change in Name

Change in Name
Arvidson Tire Company, Inc. New
fork county, changed to Iowa Tire Sales
Company, Inc.; Amthor Windshield Shop,
Inc., Buffalo, to Buffalo Auto Glass Company, Inc.
Staiement and Designation
Mot-Acs, Inc., Wilmington, Del., 25,000
shares no par value; manufacturing automobile parts; Lessie L. Steindler, president. New York office, 42 Broadway,

PACKARD IN ST. JOSEPH, MO .: The Automotive Daily News "is very beneficial from a sales standpoint."



WOLFLEY AUTOMOBILE COMPANY

CENERAL FACTORY DISTRIBUTORS TELEPHONE 6-2172



ST. JOSEPH. MO.

April 30, 1936.

otive Daily News, 25 City Hall Place, New York City, N.Y.

Gentlemen :-

Kindly mail us twelve copies of April 27th

issue.

We wish to compliment you very much on your Automotive Daily news as it furnishs late and up to date news on all motor manufacturers and it is very beneficial from a sales standpoint.

Thanking you in advance for your attention on the above request, we remain

Yours very truly,

CDW/MMC.

WOLFLEY AUTOMOBILE CO.,
By C. D. Wolfley

Financial News of the Automotive Industry

FEDERAL TRUCK POSITION STRONG

Shipments Break Records for Four Consecutive Months

DETROIT, May 13.—Federal Motor Truck Company now has a cash balance of \$1,521,000, the largest in the company's history.

At the current rate of produc-tion, inventory is being turned one and a half times monthly, and by June 30 output and earnings will have attained very nearly the results shown for all of 1925, when production was 6,934 units and profits before taxes \$1,234,799.

For four consecutive months shipments have broken previous nipments have broken previous nonthly records. In April, 1,014 rucks were shipped, against 758 a year ago. April was the first months' total to pass 1,000. First quarter shipments were 2,031, against 1,596 a year ago.

established in the last year. Ex-cept for \$475,000, these were all

financed out of earnings.
Federal Motor Truck Company's productivity with relation to manpower, floor, space or dollar investment, officials say, is the highest in the industry. Present plant comprises only 300,000 square feet of floor space, and output averages twenty-four trucks a man a

twenty-four trucks a man a year. Average for the industry is ten trucks a man. With few alterations now under way, capacity will be increased to 1,200 trucks a month. A stamping division was installed this year, and division was installed this year, and the company is making all its own stampings. A cab and body division also was installed, which during the first four months turned out 750 units. This concentration of operations in the company's plants is adding materially to Federal's profits. The company plans eventually to build all its cabs and bodies. bodies.

BALANCE SHEET FOR BROOKS, LTD., IS OUT

Montreal, May 13.—The balance sheet of Brooks Steam Motors. Ltd., as of December 21, 1925, last shows total assets of \$1,980,789. Of this \$1,248,910 represents deferred charges and goodwill, etc., leaving \$731,879 to represent what may be regarded as actual assets. Deferred charges include incorporation, organization and general development expense. The company has been remodeling its steam automobile, and declares that many improvements have been Montreal, May 13.—The balance that many improvements have been Current assets amounting to \$427.414 include accounts receiv able from automobiles shipped out finished cars at the plant and

finished cars at the plant and parts.

**Current liabilities amount to \$8,897. Bonds stand at \$45,000, preferred stock \$1,319,206 and common stock, no par value, is given at \$500,000.

Record Year Ahead, Is Belief of J. N. Willys

(Continued from Page 1) double the best Willys-Knight production last year.
"Willys-Knight sales for the cur-

"Willys-Knight sales for the current quarter alone will exceed 30,000 cars, or 50 per cent. of the total 52,000 Willys-Knight sales for the entire year 1925, which was up to that time a record.
"Company will cash in handsomely this year on its faith in the intrinsic value of the Knight engine. Six cylinder production has shown an increase every month this year and sales for May will be the largest in history of the company.
"Prior to last year the company

"Prior to last year the company was handicapped on occount of having only four cylinder motor cars. In January, 1925, the program providing for complete modernization of its product and of its manufacturing facilities was determined upon which on account of its scope, necessarily involved an extended period to complete. The completion of this gigantic program which it was thought would require at least two years will be concluded before the end of this quarter

"While carrying out this pro-

"While carrying out this program we have successfully maintained manufacturing operations and this represents an achievement which we believe has never been equaled.

"Now we stand in the enviable position of having Willys-Knight production capacity doubled, as compared with last year, and a total capacity for all models 50 per cent. higher than last year. Along with increase in capacity we have made improvements in manufacturing that have resulted in greatly reduced costs.

Omnibus Corp. Reports Earnings

quarter shipments were against 1,596 a year ago.

For the four months, a gain of approximately 30 per cent. over the corresponding period in 1925 is shown. The factory is working seven days a week, some departments on night shifts. The May schedule is the same as that of April.

Federal earned \$507,243, after all charges, but before Federal taxes, the first quarter, against \$323,456 the first quarter, against \$323,456 the first quarter of 1925. This was equal to \$2.22 a share on the 200,000 shares of capital stock, \$10 par, or \$1.02 more than the full year's dividend requirement. First quarter earnings last year were equivalent to \$1.41 a share. April net before taxes exceeded \$300,000.

During the last three years, Federal has organized twenty-four direct branches, fifteen of which were established in the last year. Except for \$4475,000, these were all

bus Corporation reports for year ended December 31, 1925, net income of \$379.995, after expenses and taxes, equivalent to 64 cents a share earned on 590,129 no par shares of stock. This compares with \$302,501, or 51 cents a share on 589,450 outstanding shares in 1924.

Consolidated income account of Omnibus Corporation for 1925 com-pares as follows:—

Total income Expenses and interest.	1925 \$883.745 90.734	1924 \$577,232 23,094
Net income Preferred dividends	\$793.011 707,448	\$554,138 466,450
Surplus	\$85,563 654,110	\$87,688 574,290

RANGE OF AUTOMOTIVE STOCKS

il		evious, 1			Gales	Trieds	Low	Close	Change	Island, fine	K
0.	High 6334	Low 48 V	Div.	Advance Rumely	Sales 200	High	48 1/4	48 1/4	CHAIRE	Esmeraldas	·V
	16	7 36		Ajax Rubber	6,800	8 34	8 1/8	8 %	+ 1/2	Mexican scrap	a
-	94 1/2	78 %	6	Allis-Chalmers	300	801/4	80	17 %	- 1/8	"Guayule, washed and dried 34 38	C
-	38 %	17		Am. Bosch Magneto	100	17 %	17.36	1276	+ 3/4	Balata—Block, Ciudad 63 Block, Colombia 65	
e	15 % 37 %	25	3	AmLa France Briggs Mfg. Co	100	27 1/4	27 14	2714	+ 11/4	Panama	n
-	26	14		Chandler-Cleve. Motor.	300	14	14	14	- 3/4	Sheet 72	01
11	4514	3014	4	Chandler-Cleve, Motor. Chandler-Cleve, M. pf	700	30 %	30 1/8	30 1/4	- 1/4		1.1
	54 %	28 1/2	3	Chrysler Corp Chrysler Corp. pf	8.100	31 1/2	30 1/2	31 1/4	+ 3/4	*Two slightly different grades of this product are offered as the output of sepa-	D
_	108	10 %	.80	Continental Motors	2.200	99 1/4	101/4	10 %		rate factories. The range in prices covers	e
S	47 %	2514		Dodge Bros. A	34,600	2614	25 1/4	25 %	- %	quotations on both brands.	u
-	8816	80%	7	Dodge Bros. pf Eaton Axle & Spring	2,800	81 1/4	80 1/8	80 %	- 1/4	SCRAP RUBBER	2
- 1	32%	24 58	2	Eaton Axle & Spring	800	26 1/2	25 1/2	63 14	- 11/4	Boots and shoes 1½a 2	-
- 1	79 5%	61%	6.50	Electric Auto-Lite Electric Stor. Battery.	300	7614	76 34	7634	+ 3/4	Arctics, trimmed 1% a 1%	V
+	105 %	8214	5	Fisher Body	2.600	84 %	8214	83 1/2	+ 3/2	Arctics untrimmed 1 a 11/4 Inner tubes, No. 1 8 a 10	ti
4	26 14	14%		Fisk Rubber	2,200	16	15%	15%	+ 1/8	Inner tubes, No. 2 6 1/4 7 1/4	
-	8414	76 %	7	Fisk Rubber 1st pf	200	80	3214	33 1/2	+ 1%	Inner tubes, No. 2 red 5 % 6 % 1	0
S	984	6 36	3.75	Gabriel Snubber	1,100	33 1/2	32 %	33 72	+ 1/4		th
	135 14	11314	12	General Motors	63,300	128 %	1261/4	127%	+ 21/4	ton delivered 15.00 a17.00 Hose, airbrake, ton 23.00 a25.00 Ore, automobile, white ton 40.00 a55.00	a
n	115 %	113 1/2	7 .	General Motors pf	500	115%	115 1/2	115%	+ %	Ore, automobile, white.ton 40.00 a55.00	41
- 1	28%	18	2	Glidden Co	500	19 %	19 1/2	19 1/2	4 36	Mixed auto tires 22.50 a25.00	LI
r	70%	98 %	4 7	Goodrich Co. Goodyear T. & R. pf.	2,900	100 1/4	10014	10014	+ 1/4		V
-	109%	324	3.25	Haves Wheel	1.000	33	31%	32	- 1/4	TRADE IMPROVES IN	m
0	123 14	61	3	Hayes Wheel Hudson Motor Car	62,600	66 1/2	62 1/2	63 1/2	- 1%		fe
g	28 %	17	1	Hunn Motor Car	3.200	20 1/4	19 %	29 1/4	3/4	CHICAGO DISTRICT	CI
d	66	29 %	3	Jordan Motor Car	3,500	31 1/2 92 1/4	86	88	- 5	Silloado District	ė
n	2 1/8	93	6	Jordan Motor Car Kelsey Wheel Keystone T. & R	100	3/4	3/4	%			C
-	159	103 1/2	6	Mack Trucks Mack Trucks pf	8,200	112%	110 1/2	112	+ 1	Chicago, May 13.—Better weath-	***
-	112	109 %	7	Mack Trucks pf	100	112	112	112	+ 1	er in this territory last week en-	sl
a	21%	23 5%	.2	Martin Parry C Moon Motors	1.600	24 1/4	23	22 %	- %	abled wholesale and retail trade to	31
	53 1/8	36	2.60	Moto Meter A	500	38 %	37 1/2	38 1/6	+ 1/4		la
11	33 %	24	2	Motor Wheel Corp Miller Rubber	200	25	24 %	24 %	+ %	make considerable progress toward	n
8	44%	331/4	2	Miller Rubber	300 400	3 %	33	38	+ 1/4	overcoming the handicap imposed	30
-	15 %	5.9	* * * * *	Murray Body Nash Motors	14,200	53 34	52 1/8	52 1/4	- 14	by the late spring. The tone of	ez
S	43 %	31%	2	Packard Motor Car	1.700	34 1/2	34	34	****	trade reviews was distinctly opti-	01
d	28 1/2	15	1.80	Paige-Detroit Motor	800	15 %	15 1/2	15 1/4		mistic.	91
	108 %	21 % 76 %	* * * *	Pierce-Arrow	1.600	23 % 88	22 % 85 %	8714	+ 1/4		
	108 %	5 1/4	****	Pierce-Arrow pf Reynolds Spring	2,000	6 1/8	6 1/8	6 1/4			
	31%	18 %	****	Spicer Mfg. Co	600	21	20 1/4	2014	+ 34		-
	92 %	70 1/2	6	Stewart-Warner Speed.	3,200	72 %	70 %	71	- 1/2	Cannont Com	_
-	7714	63 1/2	6	Stromberg Carburetor.	13.200	50 %	63 %	50%	+ 1/4	urrent comi	11
1	61 % 56 %	48 %	5	Studebaker Co Timken Roller Bear	100	50 14	5014	50 14	+ 1/4	Current Comi	
- 1	881/4	53 %		U. S. Rubber	22,100	56 1/4	54%	5.5	+ 3/4		- *
_	109	101%	8	U. S. Rubber 1st pf	100	104	104	104		STEEL PRODUCTS	
6	34	5116	4	White Motors Willys-Overland	3.200	53 %	52 1/9	21 74	+ 78	Semi-Finished-Gross Tons	
5.	99	91 34	7	Willys-Overland pf	- 100	95	95	95	+ 1/2	Billets, rerolling\$35.00a36.00	ig
t	3276	23 %	7 75	Yellow Tr. & C Yellow Tr. & C. pf	1.100	2414	23 1/4	23 1/4	1/4	Billets, forging 41.00a42.00	CI
).	98 %	91 1/2	7	Yellow Tr. & C. pf	100	98	98	98	%	Steel bars (hot rolled) 2.00a -	N
-				NEW YORK CURB	MARK	ET				Plates (hot rolled) 1.90a -	A
	13%	5 %		Durant Motor	600	6 -	6 %	5.36	1/4	Black sheets 2.40a 2.50	B
+	1014	4 %		Fageol Motor Co	300	6	5 1/4	5 1/4	- 1/4	Auto body 4.30a 4.40	13
3	45 %	32	1.20	Federal Motors	600	40	4.0	40	+ 34	Hands 2.40a 2.50]	
94	100	97%	7	Firestone pf	1,000	3114	97 %	97 %	- %	Cold rolled strip	G
	159	130	3	Goodyear Tire Johns-Manville	150	139	138 %	139	- 1/2 + 1	Pig Iron, Basic-	U
11	25 %	19%	1.20	Reo Motor	100	20	20	20	+ 34	Vallava	S
1-	11%	6		Rec Motor	100	6	*5	6		Eastern Pennsylvania 21.60a22.50	
13	9 1/2	3 %	* * * *	Rickenbacker Motor	1.500	3 %	3 %	3 %	- 14	Eastern Pennsylvania 21.50a22.50 MILL PRODUCTS Base prices, cents per pound, f. o. b., mill.	
25	37%	19 1/4		U. S. Rubber Rec	100	1454	14%	14 %	****		P
n	1758	9		Yellow Taxi N. Y	500	16 %	16 %	16 %	78	Copper, in rolls 21%a -	
	- 1		CHIC						d Asked	Land spot New York 7.10a -	В
:5	Sales.			High. Low. Last.	6 % n			101	u Askeu	Aluminum, virgin 98a99% 27a —	
-	4500 A	uburn A	Auto	51 1/2 49 49				97	99	Copper, in rolls 21 % a — Zinc. spot, New York 7.10a — Lead, spot, New York 7.15a 7.80 Aluminum, virgin 98a99 2.27a — 27a — 22 % Aluminum, virgin 98a99 2.26 % 2.26	D
t,	25 B	endix C	orp	26 1/2 26 1/2 26 1/2 1						High brass	1
d	500 O	upp Mo	tors					30	32		-
	400 R	eo Mote	ors	20 20 20	riess			25	27	RODS High brass (round % to 2 % in.) 16 a — Copper rods, round 22 % —	3
0	3100 St	tewart	Warner	72% 70% 71%	1	DI	TROIT			Copper rods, round	
0		el Truci	k Coach	B 24 23 1/2 23 1/4 Sal				ligh. Lov		INUN AND STREET SCHOOL	2
	200 Y										i.
2.5	12	do pf.	avi	96 96 96 40	edera.	Motor	****	10 1/2 40	#10 /38	(Buying prices, f. o. b., New York.)	1
d	12	ellow T	axi	44% 41 44% 160	2 Packar	d		3454 34	3414	(Buying prices, f. o. b., New York.) Heavy melting steel	,
dis	12 185 Y	ellow T	CLEVE	LAND 41 11 160	2 Packar 0 Paige	d		34 % 34 34 15 % 15 %	4 34 1/4 16 15 %	Machine shop turnings 3.20a 3.10	,
dis	12 185 Y	and Ry	CLEVE	LAND 40 58 58	2 Packar	d		34 % 34 34 15 % 15 % 20 % 20 %	4 34 1/4 16 15 %	(Buying prices, f. o. b., New York.) Heavy melting steel \$11.00a12.90 Machine shop turnings 9.25a 9.7i Cast iron borings 10.00a10.25 No. 1 cast scrap 16.00a17.00	

Heavy Selling on Rubber Exchange

New York, May 13 .- Very heavy selling of rubber on the exchange and some pressure nearby in the outside market featured yesterday's trading. The news of the end of the British strike was the signal for heavy selling orders throughout the market.

On the exchange losses of about On the exchange losses of about 100 points were the rule in the nearby positions. The outside market was off only about one-fourth of a cent, and nearby and not at all affected in the distant positions. Sales of May at 49 % cents and later at 49 % cents were reported outside. Sales of June at 49 cents and later at 48 % cents were also heard. Beyond that there was little business.

RUBBER EXCHANGE OF NEW YORK

1	Bid.	High.	Low.	Bid.	Ask.
June	. 49.00	49,10	48.50	48.60	48.60
	47.50	47.70	46,50	46.50	46.60
August		47.00	46.30		*46.30
		46.40	46.00		*46.10
	. 46.90	47.00	46.20		
Nov					
Dec	46.40	46.50	45.80		*45.80
1927-			10.00		
Januar					445.80
Feb					45.80
March.					*45.80
April		46.50	45.90		*45.80 *45.80
			10.00		40.00
*Non	inal.				
21011	UTSID			ni Amo	
	UTSID	E CLOS	MAG P	RICES	
Plantat	ions			Bid.	Asked.
First	latex c	repe. s	pot	. 50	50 1/4
May				. 49 1/4	8.0
June				. 48 %	491/4
July-	Septembe	er			48

Nominal.	
OUTSIDE CLOSING PRICES	
Plantations Bid. Aske	
First latex crepe, spot 50 50	ų
May 49 1/2 80	
June 48% 49	И
July-September 48	
October-December 48	
Ribbed smoked sheets, spot 49 491	4
May 48 1/2 49	
June 48 485	К
July-September 46 47	
October-December 46 47	
Brown crepe, thin, clean 46	
Specky 42	
No. 1 rolled 43	
Amber-No. 2	
No. 3 46	
No. 4 45	
Caucho Ball-Upper 28	
Lower 22	
Cameta 26	
Para Up-river, fine, spot 41	
do coarse	
Island, fine	
CentralsCorinto scrap 23	
Esmeraldas	
Mexican scrap	
"Guayule, washed and dried 34 38	
Balata-Block, Ciudad 63	
Block, Colombia 66	
Panama	

SCRAP RUBBER		
Boots and shoes	1 1/2 a	0
Arctics, trimmed	148	1 %
Arctics ,untrimmed	1 a	1 1/4
Inner tubes, No. 1	8 a	10
Inner tubes, No. 2	6 1/2 a	7 3/2
Inner tubes, No. 2 red	5 1/2	6 1/2
Hose, steam and garden.		
ton delivered15.	00 al	7.00
Hose, airbrake, ton 23.	00 a2	5.00
Ore, automobile, white, ton 40.	00 a5	5.00
Mixed auto tires 22.	50 a.2	5.00

TRADE IMPROVES IN CHICAGO DISTRICT

Chicago, May 13.—Better weather in this territory last week enabled wholesale and retail trade to wholesale and retail trade to make considerable progress toward overcoming the handicap imposed by the late spring. The tone of trade reviews was distinctly optimistic.

TRADE REACTS TO TEXACO PLAN

Product of Cracking Process May Change Marketing

HICAGO, May 13.—Ac-C tion of a major oil distributor in marketing a high gravity, low endpoint grade of gasoline at the market price of United States motor grade is an important development and authorities say it casts an entirely new element into the oil marketing situation.

Such is the reaction in the trade to the initiation by the Texas Company of its anticipated policy of marketing a new gasoline resulting from intensive operation of its cracking processes.

Ultimate outcome of the situation is problematical, these authorities say. The trade itself is divided in its analysis of and sentiment toward the new development. Some thought it marked a departure which eventually would mean virtually a complete realignment in gasoline grades and marketing practice.

The Texas Company is marketing a gasoline for which it claims comparatively low intial and comparatively low intial and comparatively low.

paratively low initial and end-point (around 400 end), high grav-ity (around 60-62), with anti-knock properties and with a vi-volatility. It is a cracked product and is said to contain no outside

chemical agents.

Theoretically this is seen as a new step in the rivalry among refining companies for a product possible to be produced at the lowest possible cost. Any effect it has upon the oil marketing industry as a whole presumably will be de-veloped slowly over a period of

veloped slowly over a period time.

The current consumption of gasoline by the public and its sale through the trade is exceeding by a wide margin such movement at this time of the season in any previous year. Tank wagon prices in most sections of the country are fairly satisfactory in proportion to current refinery prices. The present tank wagon prices over the country probably average somewhere near 18 cents, which is slightly higher than at this time last year, while refinery gasoline is now higher than at this time last year, but has not experienced the extremely high prices which developed early in 1925, followed by a slump later in the year.

Current Commodity Prices

STEEL PRODUCTS	
Semi-Finished-Gross Tons	1
Billets, rerolling\$35.6	00a36.00
Billets, forging 41.0	
	00a
	00a
	40a 2.50
	25a 3.35
	30a 4.40
Hands 2.4	10a 2.50
Cold rolled strip 3.5	00a 4.00
	30a 2.40
Pig Iron, Basic-	
Valleys	0a19.00
Eastern Pennsylvania 21.6	0a22.50
MILL PRODUCTS	
Base prices, cents per pound, f. o.	
Copper, in rolls	
Zinc. spot, New York 7	100
Lead. spot. New York 7	75a7.80
Aluminum, virgin 98a99%	27a —
SEAMLESS TUBING	
High brass	23.50
Copper	24.25
RODS	
High brass (round % to 2 % in.) 10	
Copper rods, round	9 1/4
IRON AND STEEL SCRA	

OLD 3	IETALS
Following are dea	lers' buying and sell-
ing prices for large	quantities, f. o. b.
cars. New York:	
Heavy machinery con	1. 8% a9 10%a11
New brass clipping	. 8 %a8% 9 %a10
Auto radiators	. 8 % a 8 % a 10 . 6 % a 6 % . 7 % a 7 % . 6 % a 6 % . 7 % a 8
Brass. heavy	. 6%a6% T%a 8
Drass, Hight	. 5 % a 5 % 7 a 7 %
OIL AND	GASOLINE
MOTOR (ASOLINE
Garage (steel barrels	s) — a20
Up-State New York	a20
Single tank cars,	delivered.
New York	14%
CRUDE PRICE	S AT WELLS
BASTERN—	Penn, grade out in Buckeye P. Line Co. Lines, \$3.30
to N W Tran	In Buckeye P.
Co lines \$2.65	Cabell 2.29
Bradf'd District	Corning 2.25
oil in Nat.	Ragiand 1.16
Tran.Co. lines 3.65	Somerset 9 90
Pean, grade oil	Somerset, light, 2.45
Penn grade oil in Nat. Tran.	CENTRAL-
Co lines 3.55	Lima 2 22
Jaines grade oil	Indiana 9 00
In Nat. Tran.	Princeton 2.13
Co. lines 3.10	Illinois 2.12
enn. grade oil	Wooster 2.35 Waterloo, Ill. 1.10
Ding Hara	Waterloo. Ill 1.10
'enn, grade oil	Plymouth 1.65
in Eureka P.	
Line Co lines 2 50	-